



## **Board of Directors – Job Description**

Position Title: Digital Content

### **Roles & Responsibilities**

Maintaining Social Media Presence (making frequent posts, monitoring comments/direct messages)

- Platforms maintained: Twitter, Instagram, and LinkedIn
- Utilizing social media analytics to boost engagement
- Ownership of the communications schedule
- Designing graphics as required
- Creating and maintaining an Apra Canada style guide

### **Key Internal Collaboration**

- Director, Communications – Coordinating cross-platform communications schedule
- Director, External Relations – Facilitating timely posting of partner content
- Director, Webmaster – Ensuring the website is updated in accordance with the communications schedule
- Director, Membership – Use survey info to meet members where they are online

### **Key External Collaboration**

- Communicating with partner organizations to ensure accurate posts/advertising

### **Apra Canada Conference support**

- Serving on the conference committee as marketing and communications support:
  - Creating graphics & giving access to social accounts where needed
  - Incorporating Conference content into the Communications Schedule

### **Workload**

- Checking socials multiple times a week
- Create one original piece of Apra Canada content each month
- Partner/job posting once weekly

### **Skills**

- Basic photo editing/graphic design
- Written communication skills, maintaining a professional and approachable voice
- Experience with social media tools